The Home Market for Cheese

It is conceded by everyone closely identified with the Canadian dairy trade that we have about reached the maximum quantity in regard to our export trade in cheese. We are now sending to Great Britain annually about $15,000,000 worth of cheese. The export market has now reached such a stage that if we increase to any great extent the quantity of cheese we put upon that market a reduction in prices is sure to follow. This is something that the majority of our dairymen fully realize, and consequently many of them are now turning their attention to winter dairying as a means of curtailing the make of cheese, and of relieving the situation in the early spring and late fall.

Though, as we have pointed out, it is quite evident that we cannot increase our export trade in cheese, there is room for greatly increasing the home demand for cheese. For the great cheese-producing country such as we claim to be, we are, perhaps, the poorest cheese-eaters to be found anywhere. If Great Britain only consumed the same amount of cheese per capita as we do, Canadians would have to go out of the business of making cheese, as there would be no market for the product. Compared with Great Britain we are in no sense of the term cheese-eaters. The average Canadian eats, perhaps, a pound of cheese every year, where he should eat at least five pounds, and could increase the amount to ten pounds without any great effort. A well-made, well-cured cheese is one of the most wholesome of foods, and where so many of our people work on the farm, or in the factory, there should be a greater demand than there is for good, wholesome, cheddar cheese.

How this condition of things is to be remedied is something that every dairyman should consider. In a large measure the dairymen have themselves to blame for it. No definite, persistent effort has been made to develop the home market or to create a demand among Canadians for their own cheese. As a rule, the cheese that is sent to the cities and towns is of an inferior character, and the consumer in this country, instead of getting the best quality, has to be content with a second grade and, in many cases, a third and fourth grade, of cheese. Is it to be expected that a growing home demand for our cheese can be developed under such conditions? We think not. To develop this trade and to cause our people to eat more cheese we must supply them with the best quality. When this is done the taste for cheese eating will grow and a good demand will be created.

Then, if the same method were adopted in the country the farmers who supply the milk might be educated to eat cheese. It is only too true that in a great many cases the culls of the factory are cut up for their patrons, and, instead of getting a quality of cheese that would induce him to send to the factory for more, the farmer gets an inferior, half-cured cheese that makes him wonder what the Englishman can see in Canadian cheese anyhow. Why, then, is it not possible for each cheese factory to create a good demand for a large share of its product at its very doors? The farmer who sends milk is surely entitled to receive as good a quality of cheese for his own use as is sent to the consumer in Great Britain.

One of the drawbacks to the enlargement of the home market for cheese is the high price which retailers as a rule in our towns and cities charge for cheese. Not long ago we bought a piece of cheese for which we paid fourteen cents per pound, and at the time when that cheese left the factory it could not possibly have been worth more than eight cents per pound. This seems to us to be an exorbitant charge. If dealers would sell cheese at a reasonable profit the home market could be greatly improved. We know of a case in one of our western cities where a produce dealer resolved to sell cheese at a reasonable profit. He did so and was able to dispose of ten cheeses where he could sell one at the ordinary retailer's profit and make more money in the bargain. It is said, and we have no reason to doubt the statement, that Canadian cheese can be bought cheaper at a retailer's in Great Britain than at a retailer's in Toronto or any other Canadian city. So long as this and the other condition of things which we have alluded to exist, it will be difficult to make our home market for cheese what it ought to be. The whole question is of vital interest to Canadian dairymen and furnishes a means of relieving to a large extent the over-crowded export market and of bringing better prices.

The World's Wheat Crop

Under date September 20th the *Liverpool Corn Trade News* submits a detailed exhibit of wheat production in the several countries of the world yearly for 1891 to 1898 inclusive, in bushels, from which the Cincinnati *Price Current* copies the following estimates for 1898, and figures for 1897:

	1898.	1897.
France	352,000,000	248,000,000
Russia proper	240,000,000	237,000,000
Poland	15,000,000	18,000,000
Caucasia	40,000,000	30,000,000
Hungary	120,000,000	93,000,000
Austria	40,000,000	32,000,000
Croatia and Sclavonia	5,000,000	2,000,000
Herzogovina and Bosnia	2,500,000	2,000,000
Italy	128,000,000	88,000,000
Germany	100,000,000	107,000,000
Spain	90,000,000	100,000,000
Portagal	8,000,000	10,000,000
Roumania	58,000,000	35,000,000
Bulgaria	35,000,000	25,000,000
Eastern Rumelia	6,000,000	3,000,000
Servia	11,000,000	7,000,000
Turkey in Europe	22,000,000	16,000,000
Greece	4,000,000	3,000,000
United Kingdom	65,000,000	56,000,000
Belgium	20,000,000	17,000,000
Holland	6,000,000	5,000,000
Switzerland	5,000,000	4,000,000
Sweden	3,600,000	4,400,000
Denmark	4,000,000	3,300,000
Norway	400,000	400,000
Cyprus, Malta, etc	2,500,000	2,400,000
Total Europe	1,384,000,000	1,148,500,000
United States of America	650,000,000	590,000,000
Canada	63,000,000	52,000,000
Mexico	16,000,000	15,000,000
Argentina	60,000,000	50,000,000
Chili	18,000,000	14,000,000
Uruguay	6,000,000	4,000,000
Total America	813,000,000	725,000,000
India	240,000,000	248,000,000
Turkey in Asia	40,000,000	50,000,000
Persia	18,000,000	20,000,000
Japan	14,000,000	14,000,000
Total Asia	212,000,000	332,000,000
Algeria	24,000,000	16,000,000
Tunis	8,000,000	5,000,000
Egypt	8,000,000	6,000,000
The Cape	4,000,000	4,000,000
Total Africa	44,000,000	31,000,000
Victoria	15,000,000	10,400,000
South Australia	14,000,000	4,000,000
New Zealand	8,000,000	6,800,000
New South Wales	14,000,000	10,500,000
Tasmania	1,200,000	1,000,000
West Australia	800,000	500,000
Queensland	1,000,000	1,000,000
Total Australia	54,000,000	34,200,000
World's total	2,607,000,000	2,270,700,000

Mr. Broomhall states that official data are used except in the instance of the United States. Also, that the 1898 estimates for Australasia, Argentina and Uruguay are for the crop to be harvested in December, 1898; for Chili, to be harvested in January, 1899; for India, to be harvested in March, 1899.

Totals for the several geographical divisions and world's aggregate for eight years compare as follows: